

**AMENDMENTS TO THE CLAIMS**

1. (Currently Amended) A method of selecting and displaying a video segment to a viewer comprising:

simultaneously receiving ~~transmitting~~ a plurality of video segments ~~from~~ at a broadcast center ~~to a viewer~~;

~~displaying~~ transmitting at least one of said video segments to ~~said~~ a viewer terminal;

sensing viewer reaction input to ~~said displayed~~ at least one of said transmitted video segments from said viewer through at least one sensor during a sampling period based on a start trigger ~~and or~~ a stop trigger received from said broadcast center;

transmitting said viewer reaction input to a remote computer during transmission of at least one of said video segments;

analyzing said input to generate affinity data;

selecting ~~a specific video signal~~ one of said video segments at said broadcast center based on said affinity data in real-time or near real-time; and

~~displaying~~ transmitting said ~~specific~~ selected video signal to said viewer terminal.

2. (Original) The method of claim 1 wherein said sensor comprises at least one button pressed by a viewer.

3. (Previously Presented) The method of claim 1 wherein said step of selecting a video signal comprises selecting a video signal during a live broadcast based upon affinity data.

4. (Currently Amended) A method of collecting affinity data comprising:

simultaneously transmitting a plurality of video segments from a broadcast center to a viewer terminal;

displaying at least one of said video segments to ~~said~~ a viewer;

sensing viewer reaction input to at least one of said displayed video segments from said viewer through at least one sensor during a sampling period based on a start trigger ~~and~~ or a stop trigger received from the broadcast center;

transmitting said viewer reaction input to a remote computer during transmission of at least one of said video segments;

analyzing said viewer reaction input to generate affinity data;

selecting a ~~specific~~ video signal from ~~[[a]]~~ the plurality of video signals ~~being~~ broadcast to said viewer, ~~said selection being~~ based on said affinity data in real-time or near real-time; and

~~transmitting said affinity data to a remote computer; and~~

displaying said ~~specific~~ selected video signal ~~[[to]]~~ at said viewer terminal.

5. (Original) The method of claim 4 wherein said sensor comprises at least one button pressed by a viewer.

6. (Previously Presented) The method of claim 4 wherein said step of selecting a video signal comprises selecting a video signal during a live broadcast based upon affinity data.

7. (Original) A method of claim 1 further comprising:

rewarding said viewers for responding with said input to said video segments.

8. (Withdrawn) A method of rewarding viewers to watch broadcast content comprising:

informing said viewers that awards may be earned by responding to specific events contained in said broadcast content;

identifying said specific events;

providing an interface through which said viewers may enter a response to said events;  
obtaining said response;  
assigning a value to said response;  
accumulating said value with previous values, if any, associated with a previous response  
from said viewer to produce a total value; and  
providing redemption of said value when said total value is greater than or  
equal to a predetermined redemption criteria.

9. (Withdrawn) The method of claim 8 wherein said step of assigning a value further  
comprises:

awarding additional value if said viewer has responded to a predetermined number of  
occurrences of said content.

10. (Withdrawn) The method of claim 8 wherein said step of identifying said specific events  
further comprises:

outputting a visual indicator.

11. (Withdrawn) The method of claim 8 wherein said step of providing an interface through  
which said viewers may enter a response to said events further comprises:

entering data via input sensor from said viewer.

12. (Withdrawn) The method of claim 8 wherein said step of providing an interface through  
which said viewers may enter a response to said events further comprises:

manually entering data via a remote control device.

13. (Currently Amended) A method of providing broadcast content viewing information comprising:

implementing an award method wherein viewers are awarded a value for responding to events associated with presentation of ~~said broadcast content~~ a plurality of simultaneously received video segments, said method including;

receiving responses to said presentation of said ~~broadcast content~~ video segments from said viewers during a sampling period based on a start trigger ~~and~~ or a stop trigger;

transmitting said responses to a remote computer during presentation of the plurality of video segments;

analyzing said responses received from said viewers in real-time or near real-time; and generating affinity data from said analysis.

14. (Previously Presented) The method of claim 1 wherein said sensor is a biometric sensor.

15. (Previously Presented) The method of claim 1 wherein said sensor is a motion sensor.

16. (Previously Presented) The method of claim 1 wherein said sensor is an audio sensor.

17. (Previously Presented) The method of claim 1 wherein said sensor is a video sensor.

18. (Previously Presented) The method of claim 1 wherein said sensor is an infrared sensor.

19. (Previously Presented) The method of claim 1 wherein said sensor is a keypad.